

**AMENDMENTS TO THE CLAIMS:**

Please cancel claim 3 without prejudice or disclaimer.

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A computer-implemented method of administering consumer items over a global network, the method comprising:

(a) a user compiling a user profile relating to desired consumer items, wherein only a user and not a vendor compiles the user profile via a user computer, the user profile being compiled according to parameters entered by the user via the user computer;

(b) the user computer accessing via the global network a database of items available from product and service providers stored on a system server, and identifying relevant items according to the user profile, the relevant items being those that most benefit the user;

(c) providing the user with an option selectable via the user computer to incorporate in the user profile an automatic best choice service;

(d) if the user profile incorporates the automatic best choice service, the system server automatically accepting the relevant items without user intervention, and communicating the accepted relevant items to the user; and

(e) if the user profile does not incorporate the automatic best choice service, the system server communicating the relevant items to the user, and enabling the user to selectively accept the relevant items.

2. (Original) A method according to claim 1, wherein step (a) is practiced by monitoring a pattern of consumer item use.

3. (Canceled)

4. (Previously Presented) A method according to claim 1, further comprising periodically repeating steps (b)-(e).
5. (Original) A method according to claim 1, wherein in step (b), the relevant items are identified based on a lowest cost consistent with the user profile.
6. (Withdrawn) A method according to claim 1, further comprising consolidating billing for the accepted relevant items according to steps (d) and (e).
7. (Previously Presented) A method according to claim 1, wherein the communicating in steps (d) and (e) are performed via electronic mail.
8. (Original) A method according to claim 1, wherein the consumer items comprise subscription services.
9. (Original) A method according to claim 1, practiced on a one-time basis to effect a purchase of a particular product.
10. (Withdrawn) A method according to claim 1, practiced to effect a change of service from one vendor to another.
11. (Withdrawn) A method according to claim 1, practiced to effect a sale of one product and purchase of a replacement product.
12. (Previously Presented) A method according to claim 1, wherein step (d) is practiced by identifying related items separately and in combinations that are available at low incremental cost, and communicating the identified related items to the user.
13. (Withdrawn) A method according to claim 1, further comprising informing the user if one or more parameters in the user profile significantly affects costs.
14. (Currently Amended) A computer-implemented method of obtaining and maintaining consumer items including products and services at a lowest available cost over a

global network, the method comprising:

- (a) a user compiling a user profile according to a pattern of customer use and user-entered parameters, ~~wherein only a user and not a vendor compiles the user profile via a user computer, the user-entered parameters being entered via the user computer;~~
- (b) a system server maintaining a database of items available from product and service providers;
- (c) the user computer accessing the database of items via the global network and identifying relevant items according to the user profile;
- (d) providing the user with an option selectable via the user computer to incorporate in the user profile an automatic best choice service;
- (e) if the user profile incorporates the automatic best choice service, the system server automatically accepting the relevant items without user intervention, and communicating the accepted relevant items to the user; and
- (f) if the user profile does not incorporate the automatic best choice service, the system server communicating the relevant items to the user, and enabling the user to selectively accept the relevant items.

15. (Previously Presented) A method according to claim 14, further comprising periodically repeating steps (b)-(f).

16. (Original) A method according to claim 14, wherein in step (c), the relevant items are identified based on a lowest cost consistent with the user profile.

17. (Withdrawn) A method according to claim 14, further comprising consolidating billing for the accepted relevant items according to steps (e) and (f).

18. (Previously Presented) A method according to claim 14, wherein the communicating in steps (e) and (f) are performed via electronic mail.

19. (Original) A method according to claim 14, wherein the consumer items comprise subscription services.

20. (Original) A method according to claim 14, practiced on a one-time basis to effect a purchase of a particular product.

21. (Currently Amended) A computer system for administering consumer items, the computer system comprising:

at least one user computer running a computer program that compiles ~~with only user input~~ a user profile relating to desired consumer items and accesses a database of items available from product and service providers, the computer program identifying relevant items according to the user profile, the relevant items being those that most benefit the user, wherein the user profile is compiled according to parameters entered by the user via the user computer; and

a system server running a server program, the at least one user computer and the system server being interconnected by a computer network, the system server maintaining at least a portion of the database of available items, providing the user with an option selectable via the user computer to incorporate in the user profile an automatic best choice service, and effecting acceptance of the relevant items according to user preferences,

wherein if the user profile incorporates the automatic best choice service, the computer program automatically accepting the relevant items without user intervention, and communicating the accepted relevant items to the user, and

wherein if the user profile does not incorporate the automatic best choice service, the

computer program communicating the relevant items to the user, and enabling the user to selectively accept the relevant items.

22. (Currently Amended) A computer program embodied on a computer-readable medium for administering consumer items via a user computer, the computer program comprising:

means for compiling a user profile relating to desired consumer items based at least on user-entered parameters, ~~wherein only a user and not a vendor compiles the user profile entered~~ via the user computer;

means for accessing a database of items available from product and service providers, for identifying relevant items according to the user profile, and for providing the user with an option selectable via the user computer to incorporate in the user profile an automatic best choice service;

wherein if the user profile incorporates the automatic best choice service, means for automatically accepting the relevant items without user intervention, and for communicating the accepted relevant items to the user; and

if the user profile does not incorporate the automatic best choice service, means for communicating the relevant items to the user, and for enabling the user to selectively accept the relevant items.